

## ABSTRACT OF THE DISCLOSURE

A display device which has a liquid crystal display having a liquid crystal material, a driver for driving the liquid crystal display, and a controller for controlling the driver to drive at least a part of the liquid crystal display by selectively using one of a first drive method and a second drive method which are different from each other in operational principle of the liquid crystal material. The pulse voltage to drive at least one pixel of the liquid crystal display can be selectively set to any one of a plurality of kinds. The data pulse voltage applied to a data electrode can be selectively set to any one of a plurality of kinds to drive at least one pixel of the liquid crystal.